

Hearst Tower New York, Ny

The Hearst Tower, with its distinctive triangular frame, opened in New York City October 9, 2006 as the city's first Gold LEED® certified building. The 46-story, 856,000-square-foot Midtown structure is defined by vertical and horizontal energy saving, diamond-shaped bands of bright stainless steel. The design is by AIA Gold Medal recipient and Pritzker Architecture Prize winner Lord Norman Foster, Hon. FAIA, of U.K.-based Foster and Partners.



First and foremost the entire project team from the client to the architect, designers, engineers and installers were informed from the very start that this would be a special project. All team members were challenged with developing new solutions to common problems. Because of the very unique design architecture the AV technology design team was presented with issues in the entire building that required very close synergy between all disciplines - lighting, IT, interior design, MEP.

Illustrating the challenges and triumphs experienced during this project is the multi-purpose space design. This space is on the 44th floor at the top of the structure. It has an incredible view of the Manhattan skyline and adjacent to central park. Although a wonderful view, it presents ambient light and display issues. The ceiling line ranges in diagonal lines from nine feet to more than 30 feet, and all spaces were bordered by full floor to ceiling (30 feet) windows at 44 floors above New York. Solar studies and lighting studies were done to determine the ideal placement on screens and the effect of sun/ambient daylight on images. A tremendous effort was taken to design and install custom diagonal shade systems unlike any other. AV display walls were designed that would provide quality images in a very hostile environment.

Overall, CMS was asked to take a firm, which had a "campus" of more than three locations of various degrees of AV technology, and strategically plan and integrate all systems. They were successful using their own creativity, ingenuity and Crestron control solutions.

Over three years, CMS custom designed all AV systems throughout the facility, including all control system screens and interfaces. More than 80 conference rooms, a fitness center, café, and IT command center were all integrated. Installation took 18 months, using two local integrators - Real Time Services and Audio Command Systems. A full fiber transport and off-air HD distribution system was installed to accommodate a facility-wide high-definition media delivery system and TV Studio. HD content is distributed to all conference rooms and communal spaces throughout the building.



CMS also collaborated with designers to create incredible custom millwork, providing elegant detailed finishes in the executive offices and conference rooms. Special millwork with custom ventilation systems was integrated with the AV systems in 33 executive offices. Six walls of 110-inch 16:9 HD rear projection screens were integrated into automated millwork with tolerances of less than 0.25 inches. Mock-ups were done off-site and reviews were performed for almost a full year before approval.

CMS was given full control to design room dimensions, shape and acoustics so they were able to deliver optimum sound in the "media lab" and conference rooms. Speakers were integrated along with custom table microphone

systems developed with Gensler and Wall Goldfinger millworkers. Custom "shrouds" for all plasma screens in conference rooms were designed by CMS, Gensler and Digital Factory to create a monolithic look.

CMS created a standard for all systems in building. Using standard GUI control and Crestron control system, the user experience was streamlined and enabled simple migration from a plethora of system types and locations to effective support an entire building. CMS set up control systems for user "focus groups" 6 months prior to move-in so all relevant users could press buttons and comment on the user interface. This also helped with seamless use of systems "day one". Crestron RoomView facility-wide management software monitors all systems and performs diagnostics for AV systems. RoomView affords ease of use, support and streamlined maintenance of more than 80 rooms with just a staff of three.

With the expertise of our best consultants and integrators behind our award-winning products and software, this is a great example of what Crestron can do for you.



Crestron is dedicated to the "green" initiative, providing the most energy efficient and environmentally safe systems on the planet.

As the global leader in advanced control and automation technology for commercial and residential solutions, Crestron develops products and automation solutions that are RoHS compliant and meet ASHRAE and LEED standards.

The American Society of Heating, Refrigeration, and Air-Conditioning Engineers (ASHRAE) is an international membership organization standards to provide minimum requirements for the energy-efficient design of buildings.

These standards set minimum requirements for the design and construction of new buildings, new portions of buildings, and new systems and equipment in existing buildings. ASHRAE standards apply to several systems and equipment used in conjunction with buildings including HVAC and lighting.

iLux is compliant with Standard 90.1-2004 – Energy Standard for Buildings, and specifically the Mandatory Provisions 9.4.1.1 (b) and (c) regarding the use of an occupant sensor that turns the lights within 30 minutes after leaving the space, and a control system that indicates that an area is unoccupied. iLux also complies with Provision 9.4.1.4, which pertains to the control of display, accent, task and demonstration lighting.

Crestron lighting systems may contribute to LEED certification depending upon system design and implementation.

The U.S. Green Building Council (USGBC) is the nation's foremost coalition of leaders from every sector of the building industry working to promote buildings that are environmentally responsible, profitable and healthy places to work. More than 6,000 member organizations work together to develop a variety of programs and services, including the LEED (Leadership in Energy and Environmental Design) Green Building Rating System®, which applies to new commercial construction, existing building operations and commercial interior projects.

Within the LEED rating systems, building products contribute to achieving LEED points following performance-based requirements. To meet these requirements, practitioners identify products that have specific attributes. iLux is compliant based on the integral motion sensor that provides substantial energy savings. In addition, by using an inexpensive third-party light sensor, iLux enables daylight harvesting with both lighting and drapery control.

At Crestron, we believe that we have a responsibility to our community to be good corporate citizens, and to provide the best products and solutions for our dealers.

